

IN THE SPECIFICATION:

Amend the last paragraph on page 65 (which continues on page 66) as follows:

Fig. 15 is a flow chart showing details of the customer valuation method used with a booking system to determine a customer segment within a control segment. In the described embodiment, the customer valuation method receives the previously determined control segment, the known customer flag, the nightly profit, the incented flag, the rate description for the room rate accepted by the customer, and the average daily expected room cost 3622. The system uses these input values to look up the customer segment in the data structure of Fig. 10 12. This rate descriptor can have values representing casino/hotel rates (e.g., CP1, CP2) 3524 or can have values representing comped rates 2638. If an error occurs and no match is found in the data structure, the system uses the closest row within the specified control segment where the known customer flag in the data structure matches the input known customer flag and the nightly profits are within the minimum/maximum range. The order of importance for matching the remaining fields preferably is incented flag, rate description, and room range cost.